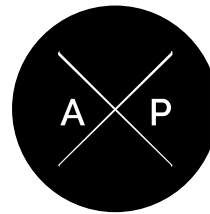


ALESSIO PELLEGRINI

GRAPHIC UI/UX DESIGNER



PORTFOLIO

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HONORS & AWARDS

Creativepool *Featured: Soul Digital*
Jun 2015
Creativepool *Featured: Betbright Casino*
Jan 2017

EXPERIENCE

Giodani Limited

Jan 2015 - Present

Lead Designer

- Creation & Implementation of multiple skins (websites) through Bootstrap, HTML5, CSS3, Javascript and JQuery
- Owning front-end product vision for Group Casino, based on data, research, relevant industry insight and industry knowledge
- Formalizing this vision through implementation of appropriate User Centric design strategies
- Assisting in measurement, roll out and release plans for Casino product
- Alignment with Lead UX Designer in development of Casino front-end
- Overseeing wireframing, prototyping and, where necessary, designing and developing of front-end visuals for Casino and Sportbook
- Mapping and Optimizing Casino User Journeys
- Ownership of Casino Design team, and where necessary grow of this team
- Participate in design brainstorms and creative concept development
- Continually review and implement changes to design practices
- Manage daily requests in a deadline-driven environment
- Compose and produce work in a fast-paced environment where speed and accuracy is important
- Updating and design company's Websites – internal intranet, corporate site, and all social media outlets
- Proactively keep up with the latest technologies; share the latest trends and competitive insights with the Company
- Help to support the ongoing development of the design as necessary
- Mocking up design and creative ideas about website continuous development

Freelance

Jun 2011 - Jan 2015

Graphic and Web Designer

- Responsible for creating, updating and maintaining web sites
- Creation & implementation of frame designs
- Creation and implementation of Facebook apps and pages through HTML and FBML
- Promotional items
- Design for Newsletter
- Updating Social Media channels
- Created web based forms and interfaces (eMail, Databases)
- Manage promotional campaign in SEM and social media sites
- Updated content, templates, and programs as required
- E-Commerce develop & design
- Developing Custom Web sites with CMS like Drupal, Joomla, Wordpress, Prestashop, Magento and phpBB
- Creating complex dynamic content for large professional clients
- Developing and managing digital marketing campaigns
- Improving the usability, design, content and conversion of the client websites

ZSigns.ie

Nov 2013 - May 2014

Graphic and Web Designer

- Responsible for creating, updating and maintaining web sites
- Creation & implementation of frame designs
- Manage sites backend through Prestashop, Wordpress, Magento, Drupal, Joomla
- Converted graphical web mock ups and concepts into user friendly web pages
- Monitored and audited web services with Google Analytics
- Responsible for creating adv product like Brochures, Logos, Car Branding, Roll Up and more

